



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Confirmation No.: 1373

Filed: August 11, 1999

Group Art Unit: 2178

For: System and method for real-time bidding for  
Internet advertising space

Examiner: Thu V. Huynh

**INFORMATION DISCLOSURE STATEMENT (IDS)**

**VIA FEDEX**

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The fee of 37 CFR § 1.17(p) is submitted herewith.

In accordance with 37 C.F.R. § 1.98(c), copies of the cited documents CA through CH are not being provided as they were provided in application Serial No. 08/787,979 (Now U.S. Patent No. 6,285,987), which the present application relies upon for an earlier effective filing date under 35 U.S.C. § 120.

Reference DC is an article describing the product development of a prior assignee of the present application.

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Reference DD – “Ebay” was relied upon in a rejection of a corresponding Canadian application.

References DE through DI were relied upon by the Japanese Patent Office in a rejection of a corresponding Japanese patent application. A substantive – but not a word by word – translation of each Japanese reference is enclosed herewith. The translations were provided by Mr. Thurston Smith, a freelance translator.

References EA through ES are documents filed in Interference No. 104/443, in relation to serial application no. 08/787,979. (Now U.S. Patent No. 6,285,987), which the present application relies upon for a priority filing date under 35 U.S.C. § 120.

References FA through FB are copies of examination reports issued by foreign patent offices concerning foreign counterpart patent applications of the present application.

Whether or not the information and references disclosed in this Information Disclosure Statement is “material” pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is “prior art” for this invention unless specifically designated as such.

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

Dated: December 12, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/  
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